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ABSTRACT

Activities and methods for teaching newspaper skills to eighth-grade students are presented in this unit from the Greenfield Express Management System (GEMS) program, a California Demonstration Program in Reading. A project overview form from the California Centers for Educational Improvement (CCEI) describes the GEMS program and lists other units included in the program. The newspaper unit includes: (1) objectives for students; (2) a materials list including recommended locally available audiovisual materials; (3) an evaluation suggestion; (4) alternative, follow-up, and extra-credit activities; (5) a vocabulary list of newspaper terms; (6) recommendations for introducing and teaching the unit; and (7) student activities on a variety of newspaper-related topics. The products of the activities are intended to be compiled by the student in a notebook. Newspaper topics which are covered include: biased words, headlines, newswriting, editorials, syndicated columns, news photography, editorial cartoons, advertising, news services, and famous journalists. A 34-item bibliography on journalism and newspapers is included. (DC)

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ED239215

STUDENT NOTEBOOK BEGINS ON PAGE 10

REVISED EDITION

VEC FILMSTRIPS MOST HELPFUL..(SEE BOTTOM PAGE 1)

The Newspaper Unit

Vol. 2, No. 25 March 1982

GEMS OFFER HELP WITH SKILLS...

****

The GREENFIELD EXPRESS MANAGEMENT SYSTEM produced this mini unit to aid classroom teachers in teaching newspaper skills to their students.
Included in this unit is some of the vocabulary used by the news media.
VEC and NIE are explained in this unit and offer more help for the teacher.

****

STUDENT NOTEBOOK--It has been reported that students actually enjoyed working in The Newspaper Unit and making a notebook. Some students have expressed a desire to look at journalism as a possible career. However, we must all agree that reading and comprehending facts from the newspaper are much needed skills.

****

STUDENTS AND TEACHER WORK TOGETHER ON NEWSPAPER SKILLS.

****

LETTERS CREATE FUROR

Letters to the editor have recently caused much discussion in the community as students from many schools have written to state that requests for more homework are not being met by teachers.

These students feel deprived when they are not required to spend at least five hours studying each night. They complain of nothing to do but watch T.V., go to the movies or listen to tape players or radios.

Parents are even beginning to support student demands for more and harder assignments. School Boards are bewildered and wonder when this latest fad will end.

SEE PAGE B4 FOR MORE LETTERS AND EDITORIAL COMMENT.

****

We wish to express our thanks to all the staff who helped in the writing, revising, and compiling of this unit. Also to other community members for their part in making this unit possible--a very special thank you!

****

BAKERSFIELD, CA---Greenfield Junior High School is located in the southern part of the San Joaquin Valley, just south of Bakersfield.
All the staff at Greenfield wish to extend an invitation to other schools to come visit their program. Please call (805) 834-0109 to arrange your visit.

****

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READING DEMONSTRATION PROJECT
Greenfield Junior High School
1109 Pacheco Road
Bakersfield, CA 93307

[Revised 1983]

CS007395

Greenfield Express GEMS Management System

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PROJECT OVERVIEW

CATALOG NUMBER: FP 000 147

PROJECT TITLE: GEMS: Greenfield Express Management System (California Demonstration Program in Reading) (7-8)

LOCAL EDUCATIONAL AGENCY:
Greenfield Union Elementary School District

ABSTRACT:

GEMS: Greenfield Express Management System is designed to meet the reading and language arts needs of middle or junior high school students by using both classroom and lab instruction. The basic component of the classroom program is the diagnostic and prescriptive skill sequence which can also be adapted to a lab situation. The general student objectives are to master skills at ten levels in vocabulary, phonetic analysis, structural analysis, factual comprehension, inferential comprehension, and research. Around this framework, the total classroom is developed through the use of many different kinds of English and reading materials including skill-oriented mini units written by the staff. In the lab, concentration is on vocabulary, comprehension skills and reading rate together with a "Pride and Confidence" unit. In both the classroom and the lab there is emphasis on student success and improved self concept.

ADDRESS:

Greenfield Junior High School
1109 Pacheco Road
Bakersfield, CA 93307

CONTRACT: California Demonstration Program

PUBLICATION DATE: 1977

STATUS: Active

DESCRIPTORS:
Cal Demo
Diagnostic Teaching
Individualized Instruction
Language Arts
Learning Laboratories
Management Systems
Reading
Remedial Instruction
Underachievement

TARGET GROUP(S):
Junior High School Students
Junior High School Teachers
Reading Consultants
Teacher Aides
Underachievers

TEACHING METHODS:
Diagnostic Teaching
Experiential Learning
Individualized Instruction
Learning Laboratories

LEARNING ACTIVITIES:
Educational Games
Independent Reading
Worksheets
Writing Exercises

PROJECT MATERIALS:

Catalog Number	Title	Site

SEE ATTACHED PAGE

CATALOG NUMBER: FP 000 147

PROJECT TITLE: GEMS: Greenfield Express Management System (California Demonstration Program in Reading) (7-8)

LOCAL EDUCATIONAL AGENCY:

Greenfield Union Elementary School District

PROJECT MATERIALS:

Catalog Number	Title	Site
FD 000 905	GEMS Program Description and Resource Materials (7-8)	C/N/S
FD 000 906	Library Skills Mini Units (7-8) The Telephone Directory (Ding-A-Ling) (7-8) Who Was Melvil Dewey? (7-8) Getting the Dictionary Habit (7) The Thesaurus (7-8) Finding Your Way Around (7)	C/N/S
FD 000 907	Language Arts Mini Units (7-8) The Newspaper Unit (8) The Order of Demosthenes (7-8) Frankenstein (7-8) Fiction (7-8) You Be The Poet (8) Letter Writing (7)	C/N/S
FD 000 908	Physical Education Mini Units (7-8) The Olympic Games (7) Karate (7)	C/N/S
FD 000 909	The Constitution (8)	C/N/S
FD 000 910	Activities in Awareness (8)	C/N/S
FD 000 911	Earn While You Learn (8)	C/N/S
FD 000 912	Keys Please (8)	C/N/S
FD 000 913	Create a Unit in 8 Steps (7-8)	C/N/S

DA
12/83

Much of the information for this unit is revised from Newspaper Idea Book by Barbara Gray, former Educational Services Consultant, The Bakersfield Californian. The Newspaper Idea Book was published in 1966 by Kern County Superintendent of Schools office. Permission to use this material was granted by Barbara Gray who is also a former teacher at Greenfield Junior High School.

Revised 1976-77
Revised 1981-82

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THE NEWSPAPER UNIT

INTRODUCTION

This unit is written as a handbook for the teacher who wishes to familiarize students with the newspaper and is designed to be used as a whole class activity. Used in the preparation of this unit was The Bakersfield Californian.

OBJECTIVES FOR STUDENTS

1. Students will demonstrate an ability to use the newspaper by completing the activities within this unit. These activities will be compiled to form a notebook.
2. Students will be able to distinguish between the specific areas in the newspaper.
3. Students will develop a working understanding of the vocabulary associated with the newspaper.

MATERIALS

1. Mini-unit
2. Newspaper - class set if possible
3. Supplementary A.V. Materials:

(Kern County Schools Audiovisuals Catalog)
Finished Newspaper - (Filmstrip Kit) 7-12 1342
Getting the News - (Motion Picture) 7-8 1344
Newspaper Story - (Motion Picture) 8-12 3444
Preparing News for Print (Filmstrip Kit) 7-12 1372
Understanding Feature Stories (Filmstrip Kit) 7-12 1404
Weeklies and Other Publications - (Filmstrip Kit) 7-12 1413
Writing for Newspapers - (Filmstrip Kit) 7-12 1421

(Greenfield District Library--listed under Social Studies)
Your Daily Newspaper (1961)
History of Printing (667)
How to Read A Newspaper (1460) (Community Helpers Series)

(Greenfield Junior High Resource Room -- VEC filmstrips)
How to Read the Newspaper Intelligently (VEC #2873)*
How the Russians Get Their News (VEC #3170)*
What's Going On? (VEC #1510V)*
The First Amendment (VEC #3208)*
The Structure of the Newspaper (VEC #2865)*

*Visual Education Consultants, P.O. Box 1494, Dept. 81, Madison, Wisconsin 53701

EVALUATION

This unit is set up to be given a letter grade--each activity and/or the completed notebook may be given a letter grade.

ALTERNATIVE ACTIVITIES

Although this unit is designed for use with a whole class, many of the activities could be adapted for use in a learning center where tasks can be put on 5x7 index cards or displayed on posters. Such tasks could also include:

1. Select two stories from each of three different sections of the paper and list the five w's and h for each.

2. Comics- a. Select a comic strip and tell in 25 words or more why it is funny.
   b. From the comic strips in any paper pick two continuing story strips and write the script for the next day.

3. From Ann Landers or Dear Abby- choose two letters and decide how you would change the answer she gave to each letter.

4. Want Ads- a. Cars- pick two ads for the same year and make of car and tell how the two ads differ.
   b. Jewelry- list jewelry being sold by three different people.
   c. Apartments- decide what you are looking for in an apartment and where you want to live. See if you can find out the address and what the ad says about the apartment. Write the ad out in long hand and also list the price.

5. Food Section- a. You have a budget of $30.00 and you are giving a dinner party for 4 people. Select from this section of the paper what you are going to feed the people. You must turn in your menu and the price of the items.
   b. Collect recipes featuring one specific item, for example--peaches, or nuts and/or recipes for a specific holiday, such as Christmas or Fourth of July.

6. Find the box where the price of the paper is listed and find out how much it costs to have the paper delivered to your home, how much it would cost to have it mailed to you, and finally how much it would cost if you lived overseas.

(continued)

ALTERNATIVE ACTIVITIES (continued)

7. Financial- a. Select three companies from the stock exchange, list and follow them through two weeks. Keep a chart on each.

   b. Try to find out something about the companies you are following. This is an extra credit assignment.

8. Advertising- a. Find and clip 1 ad for each: car lot, clothing store, and grocery store.

   b. Create your own ads: car lot, clothing store, and grocery store.

9. Masthead- Find the masthead in two newspapers and list all the information on both.

FOLLOW-UP ACTIVITIES

1. Visit a local newspaper.
2. Create a classroom newspaper.
3. Invite a journalist to come speak.

It is suggested that you contact the Newspaper in Education (NIE) person/persons at your local newspaper for ideas.

SUGGESTED EXTRA CREDIT ACTIVITY

Select a current event. Read an article about it in the newspaper and also watch the coverage on TV news. Keep the following facts in mind:

TV	NEWSPAPERS
We hear and see.	We read.
We cannot go back and review.	We may re-read.
We may include latest news.	We must go to print by a deadline.

List similarities and differences between the two types of media coverage.

e.g.:

TV	NEWSPAPERS
When - today	When - yesterday
Who, What } confirmed or unconfirmed	{ Same or different and to what degree
Where - same	Where - same
How, Why } speculation	{ investigation

NEWSPAPER VOCABULARY WORDS AND TERMS

BALLOON: a cartoon device borrowed from the comic strip which makes words of a person in a picture appear to be coming from his or her mouth.

BANNER: a headline in large letters running across the entire width of the first page.

BOX: a space in a newspaper, magazine, etc., set off by enclosing lines.

BY-LINE: signature of writer appearing at the head of a story.

CAPS: abbreviation for capital letters.

COLUMN:
1. a narrow division of a page reading from top to bottom, kept separate by lines or by blank spaces: some newspapers have 8 columns on a page.
2. a part of a newspaper used for a special subject or written by a special writer: *a financial column, a gossip column.*

COLUMN INCH: a unit of measure one inch deep and one column wide (a classified ad column is 1 3/8 inches wide).

COPY: all material for publication, whether written stories or pictures.

COPY EDITOR: a newspaper worker who corrects or edits copy written by a reporter--may also write headlines for this copy.

COPYRIGHT: an author's exclusive ownership of his work for a certain period of time.

CORRESPONDENT: a person who contributes letters to a newspaper, magazine, etc.; a person employed by a newspaper or magazine to send news and other material from a particular place or region, from war areas, etc.: *a Washington correspondent, foreign correspondent, or war correspondent.*

COVER: to get all the facts for a news report and write it up.

CUTLINES/ CAPTION: title or explanatory note accompanying a picture.

DATELINE: the line at the beginning of a story giving the place and date of a reported incident.

DEADLINE: time at which all copy for an edition must be in.

DUMMY: a pattern or layout of the newspaper page, showing placement of all stories, headlines, pictures and ads.

EARS: spaces at the top of the front page on each side of the paper's name. Often boxed in with weather news, index of pages, or an announcement of special features.

NEWSPAPER VOCABULARY WORDS AND TERMS (continued)

EDITOR: a person who edits: *A large newspaper has many editors who are each responsible for a single department of news: a city editor, business editor, military editor, sports editor, etc.*

EDITION: one of several runs (revisions) of a newspaper in one day, e.g., *street, home, final.*

EDITORIAL: article of comment or opinion on the editorial page.

FEATURE: a story in which the intent is to entertain rather than to focus on head news value. A feature might be a story of a lost boy's experiences or a columnist's feelings about Paris.

FILLER: something used to fill a vacant space on a page.

GUTTER: the white space formed by the inner margins of two facing pages of print. (Fold in middle of paper between 2 pages.)

INDEX: a box, usually in the front page, listing pages and sections of the newspaper.

ITALICS: of or in type whose letters slant to the right: *These words are in italic type.*

KILL: to delete a line, a complete story or an advertisement.

LEAD: the first few sentences or the first paragraph of a news story, containing the summary of the story. It follows the general rule of telling who, what, when, where, why, and how.

LIBEL: printing of material that is malicious and injurious to someone's reputation.

MAKEUP: the arrangement of stories, headlines, and pictures into columns in preparation for printing.

MORGUE: file of stories, biographies, pictures, etc., available for reference at any time; the place where these materials are kept.

MASTHEAD: that part of a newspaper or magazine that gives the title, owner, address, rates, etc.

PLAGIARISM: literary theft; passing off as one's own the words or ideas of another.

PROOF: a printed copy of an ad or editorial material. This copy is ready and marked for corrections before the material appears in the newspaper.

PROOFREADER: one who reads proof and marks errors.

REPORTER: a person who gathers news for a newspaper, radio or television station, etc.

NEWSPAPER VOCABULARY WORDS AND TERMS (continued)

SUBHEAD: boldface headings used in body of story to break monotony of grey type.

SYNDICATED: articles, photographs, comic strips, special articles, etc., appearing in a large number of newspapers or other periodicals at the same time.

TAB short for tabloid - a section or entire newspaper which is half the size of a standard newspaper, approximately 11x15 inches in size.

TELETYPE: trademarked name for a machine that produces type-written copy for code carried by telegraph or radio.

TYPE:

- body type: type used in the story, not in the headline.
- bold face: applied to type, meaning heavy or dark type.
- cold type: general name for the process by which type is composed photographically.
- font: a complete alphabet of type in one size and style.
- pica: unit of linear measurement equal to 1/6 inch.
- point: a unit of measuring type; about 1/72 inch.

WIREPHOTO: a photograph received by wire from another location.

WIRE SERVICE: a news agency that gathers foreign and domestic news and photographs and distributes them to member newspapers and radio stations, as the Associated Press (AP) and United Press International (UPI) in the United States.

Sources for Vocabulary Words and Terms: World Book Dictionary 1975 Edition and Creative Newspaper Innovations in Language Arts by The Bakersfield Californian.

Student introduction to the unit:

1. Briefly explain the unit and the notebook requirements. Note/taking and/or sketches from the following filmstrips may be a part of this.

2. *Present either or both of VEC filmstrips* How to Read the Newspaper Intelligently, The Structure of the Newspaper.

3. Filmstrip discussion.

4. Facts of possible interest:

   1980 circulation information, as listed in the 1981 World Almanac:

   L.A. Times 1,024,322 daily; 1,276,195 Sunday
   New York Times 914,938 daily; 1,477,499 Sunday
   New York News 1,554,604 daily; 2,202,601 Sunday

   Daily United States movement of newspapers is 287 papers per 1,000 people--62,159,000 daily publications.

5. Review and discuss different types of information included in newspapers, e.g. news, announcements, entertainment, advertising and etc., and whether or not there are charges for having these items printed.

6. Different types of newspapers can be displayed and discussed, e.g. daily, weekly, farm and home, financial, special interest groups (Lions Club, Boy Scouts), foreign language, others.

7. Freedom of the Press has been, and is, of the utmost concern.

   (a) First Amendment:
   Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

   (b) "Were it left to me to decide whether we should have government without newspapers or newspapers without a government, I would not hesitate a moment to prefer the latter."
   Thomas Jefferson, 1799

   (a) & (b) can be put on the chalkboard or duplicated for discussion.

(continued)

Student introduction to the unit: (continued)

Other topics for discussion could include:

only the educated are free
two or more sides to every story
freedom of the press under dictators
Thomas Paine's writings

8. A. Discuss newspaper responsibilities:
   (a) during peace time
   (b) during crises or war
   (c) if you see it in print, is it true?

   B. Discuss or have students write a one page reaction, to the following quote from the United Press edict of 1941, after Pearl Harbor:

> "We must raise our guard uncommonly high against putting into circulation any rumors which might cause alarm; we must be especially careful not to mislead our editors by giving undue credence to stories containing enemy claims...News is a more explosive weapon now than ever before. An error in news judgment can put men's lives in jeopardy. Don't speculate. Stick to facts."

Analysis of Newspaper Sections

1. Acquire a class set of same issue of newspapers (locally available from The Bakersfield Californian).

2. Explore and become familiar with contents. Each student should have his own copy. Also use opaque projector or create overhead projections.

3. Point out and discuss:
index, news stories, photos, maps, cartoons, headlines, editorials, advertising (classified and display).

4. Show the ways of emphasizing news:
headline size, type, color, style; location of article on page and in section; width or restriction of news coverage; slanted writing (showing a bias); factual news reporting; editorializing (giving opinion).

5. Discuss the following newspaper terms :

column	correspondent
deadline	banner
type (size or point)	syndicated
copyright	editor
dateline	by-line
wire service	cutlines
masthead	feature story
reporter	italics
box	filler
gutter	subhead

STUDENT NOTEBOOK

1. CLIP ITEMS

Activity

Each student will clip from his/her newspaper a sample of each of the following:

a. index
b. banner
c. masthead
d. picture with cutline
e. column with by-line
f. syndicated article
g. subhead
h. ears
i. boxed item
j. wire story column

Each item is to be mounted on a separate sheet of paper (8½ x 11) for inclusion in the notebook. Each page will include title/label, clipped item and a written explanation. For example:

INDEX

Inside today's Californian

The Weather: Showers possible tonight and rain likely Monday but warmer temperatures. For complete weather details, see page B2.

At large	F1	Oil	D10
Business/Industry	D1	Perspective	B5
Classified	H1	Real Estate	E1
Editorial	B4	Sports	C1
Horoscope	F2	Theater	H10
Interests	F2	Travel	F3
Landers	F2	Vital Statistics	H8
Markets	D7	Week in Review	A3
Metro News	B1	Weather	B2

For subscription and delivery questions, The Californian circulation service hours, Monday through Saturday are from 6 to 10 a.m.; Sunday, 6 to 11 a.m. Telephone 325-7530. Cost: 25c daily, 50c Sunday. Home delivery, $5.50; Sunday-only, $3.00.

An index is to assist in ---------- *and includes* ----------.

2. VOCABULARY/COMPREHENSION

Activity

Start a vocabulary section for the notebook and include a definition for each entry. As new words are encountered they should be added. Be sure to include words which have a special journalistic meaning, e.g. morgue, dummy and makeup. (See also vocabulary list on pages 3-5)

3. QUIZ

A quiz can be included for vocabulary extension.

Activity

Vocabulary Quiz (Example)

1. freedom of the press	_____a. entertaining predictions based on astrology, not a science
2. horoscope	_____b. never found in countries controlled by dictators
3. semi-public	_____c. unit of measurement of type
4. syndicated	_____d. newspapers have a choice in accepting or rejecting material
5. policy	_____e. author's name at head of story
6. point	_____f. features or columnists appearing in many papers
7. by-line	_____g. plan of action

4. PHRASES

Phrases--often found in newspaper articles--are to be re-written in your own words. It is suggested that oral discussion precede this comprehension exercise.

Listed below are sample phrases.

....the war has escalated....
....the cold war drags on....
....the hot line is open....
....coup follows coup....
....the senator's junket is over....
....land at the heliport....
....another provisional government....
....E.S.P. (extrasensory perception)....
....another air strike....
....another megalopolis is rising....
....note the condominium....
....energy crisis....
....Ms.....
....wind chill factor....
....third world....
....detente....
....biodegradable materials....
....nuclear waste dump site....
....inflation on the rise....
....born again....
....test tube babies....
....space shuttle to be tested....

Activity

Have students clip similar phrases from their papers, underline the phrase, mount on paper, re-write, and add to their notebooks.

5. BIASED WORDS

Propaganda in the newspaper uses "loaded" or "neutral" words to convince people to think one way or another.

Loaded

The United Nations disagreed violently today about admitting a new member.

He lives in a shack down the road.

He lives in a mansion on the hill.

The senator gave his pitch for the bill.

Neutral

The UN debated two hours today on a proposal to admit a new member.

He lives in a gray house.

The senator spoke in favor of the bill.

Activity

(a) Collect at least 3 examples such as these from your newspaper.

(b) Clip article, mount, underline word and tell if it is a "loaded" or a "neutral" word.

(c) If it is loaded rewrite to make it a neutral or vice versa.

6. HEADLINES

Headlines are condensed main ideas or topic sentences. Headlines must fit column spaces. Each letter and space must be counted. No periods are used in headlines but for emphasis you may use question marks or exclamation points.

Headlines are written to fit within a limited amount of space which varies according to the number of column widths allowed in the headlines. Headline writers use a system by which they can know how many letters they can use for a 1, 2, 3, etc. column headline. The system may be described as follows:

M's and W's count 2

Capitals count 1½

l, i, f, t, j, r count ½

All others count 1

Activity

(a) Cut out three headlines of varying widths. Paste them on a page in your notebook. Using the above system, write down the count for each headline to the left of the headline.

(b) Translate (into own words) headlines which have been mounted by teacher on a sheet and duplicated. Discuss and compare different answers.

(continued)

HEADLINES (continued)

(c) Condense sentences into headlines or take a headline and write in sentence form.

(d) Write headlines for articles which are given without headlines.

Example: (from Guinness Book of World Records)

The most extreme form of color blindness, monochromatic vision, is very rare. The highest rate of red-green color blindness exists in Czechoslovakia and the lowest rate among Fijians and Brazilian Indians.

Compose a headline for the above. You have a possible 35 spaces to use. You can make up your own or use the one below. As a clue the correct headline is given scrambled below:

h c C n s C s r l B l d n s s H g h e t o o e i i z e i n

(Answer: Color Blindness Highest in Czechs)

7. NEWS WRITING

A. Copy Writing

5 W's and the H

Who
What
When
Where
Why
How

Activity

Demonstrate use of 5 W's and the H from selected articles out of your paper. All good news articles include at least 4 (as do summaries and short stories). A good article will answer the 5 W's within the first two paragraphs.

B. Proof Reading

Is each sentence capitalized?	C
Is each sentence punctuated?	P
Is each word correctly spelled?	SP
Does each sentence make sense?	SS

These are samples of proof-readers marks. A proof-reader will use these marks, and others, to let the copywriter know where the mistakes are located. These are standard.

(continued)

C. Reporting

Now that students know what journalism is about, have them try newspaper reporting. Remind students to include all or most of the 5 W's and the H. Proof and re-write if necessary.

(a) Select an historical event of the past. Students are to write about it as a current news article.

(b) Choose a school event and report it factually in a news story.

(c) Write a convincing news article about an imaginary happening.

(d) Write an article using the following information from the Guinness Book of World Records. Add any other facts you need to make it an interesting article. Be sure to use paragraphs and complete sentences. Include a headline.

> Record--eating baked beans 1,220 cold beans one by one, with a cocktail stick in 30 minutes by Clifford Pearce at Gerrards Cron, England, on December 5, 1971.

8. SAMPLE WORKSHEET

Vocabulary from headlines or articles: Select, define and use in sentences vocabulary from headlines or articles.

1. _____

_____

2. _____

_____

3. _____

_____

4. _____

_____

5. _____

_____

Headline translations: Copy 3 headlines exactly first and then explain each in complete sentences.

Headline: _____

Explain in complete sentences: _____

_____

_____

Headline: _____

Explain in complete sentences: _____

_____

_____

Headline: _____

Explain in complete sentences: _____

_____

_____

---

5 W's and the H: Clip a news article and fill in the following information.

Who or What _____

When _____

Why _____

Where _____

How _____

Headline: _____

Summarize in sentence form and then proof read:

_____

_____

9. EDITORIALS*

Editorials express opinions and demonstrate freedom of speech. Diverse view points are presented. In contrast, news stories have only facts. Some editorials are written by officers (editors) of the paper and some are written by syndicated columnists. Letters to the editors also fit this category.

Editorials can be used to express or influence public opinion, to attract public notice to conditions, to create concern for change, or to educate the public.

Activity

Students should clip and label at least 3 editorials for addition to notebooks.

10. SYNDICATED COLUMN

Syndicated columns appear in newspapers throughout the United States. Examples of syndicated writers include:

1. Erma Bombeck.....for satire, irony and humor
2. Ann Landers.....for a look at our society and problems of people
3. Neil Solomon.....for health reporting
4. Jack Anderson.....for investigative reporting
5. Sylvia Porter.....for a financial view of the world

Activity

(a) Ditto examples of syndicated columnists' articles for students to interpret through a discussion.

(b) Students should clip and mount examples of 3 different syndicated columns and write an interpretation of each for the notebooks.

11. NEWS PHOTOGRAPHY

Photographs are an important part of most newspapers. They add interest and understanding in many sections of a paper. Pictures of notable people are kept on file in the morgue for use when needed. VEC Filmstrip, News Photography, may be used here for more information.

Activity

For the notebooks clip and mount pictures with captions/and or cutlines from:

(a) a news story
(b) feature article
(c) sports section.

*VEC Filmstrip Press Freedom, Yesterday and Today.

12. EDITORIAL CARTOONS

Cartoons are interesting additions to editorial pages. They visually present viewpoints on current topics and may be in the areas of politics, economics or other aspects of society. Cartoon topics are generally of national interest and done by syndicated cartoonists though they may be either broader or narrower in scope. Students should be able to recognize the focus, caricature, chiaroscuro (pictorial representation in terms of light and shade without regard to color), and symbolism (e.g. Uncle Sam, Russian Bear). A filmstrip on cartoons would be useful here.* Cartoons and comics both express opinions or philosophy in an entertaining way. In peanuts, Charles Schultz has approached universality with his Charlie Brown, Snoopy, and Linus because he appeals and relates to all ages.

Activities

It is suggested that students add the following to notebooks:

(a) clip, mount and explain 2 different types of cartoons.

(b) draw a cartoon and explain the focus and symbolism.

(c) clip, mount and explain the viewpoint of 2 politically oriented comic strips.

(d) draw a comic strip expressing a viewpoint about a city or school situation.

13. ADVERTISING**

Advertising financially supports the newspaper. Subscriptions supply only a small part of the money necessary to operate a paper so that advertising takes an increasing share of the space available. There are two kinds of advertising - display (store ads of varying sizes) and classified ads. Display ads are charged by the amount of page space used. Classified ads are charged by the line and the number of days to be published. Trying to get many words on one line leads to some very interesting abbreviations. Such abbreviations are worth discussing. The classified section has its own index with numerical classifications under the main headings.

Activities

(a) List by name and number the main divisions under classified ads. Select and copy exactly one ad from each of three sections.

(continued)

*VEC Filmstrip Understanding Editorial Cartoons.

**VEC Filmstrips Newspaper Advertising, Part 1 & Part 2 may be used for more information.

Write each of these ads in longhand with no abbreviations.

(b) Write two 2 or 3 line classified ads--one to sell a bicycle and one to find a lost and valuable family pet.

14. NEWS SERVICES

News services are also called wire services. These are agencies that provide news coverage to many smaller newspapers that can't afford to send reporters to different parts of the world. The news used to be sent and received on teletype machines but now computers are used. These services, which are purchased by the smaller papers, are always listed in front of a news story in order to give the wire service credit for the writing.

Examples of these services are:

Foreign - Reuters (England), Tass (Russian)
National - A.P. - Associated Press
U.P.I. - United Press International
California - McClatchey, Copley

Activity

Clip, mount and identify in full the source of three articles--one each from foreign, national and state. Note the areas from which each comes. Add to notebook.

15. JOURNALISTS

The recent past has produced some outstanding journalists. Listed below are some of the great newspeople, reporters and correspondents.

Ernie Pyle	Horace Greeley	Mark Twain
Joseph Pulitzer	Nelly Bly	O.O. MacIntyre
Katherine Graham	Damon Runyon	W.R. Hearst
Will Rogers	Bret Harte	Ernest Hemingway

Activity

Select one of these, or another approved by the teacher, and write a 1-page report on him/her for inclusion in the notebook. Reports can also be shared orally.

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